

SIGNIFICANCE OF SENSORY QUALITY OF MEAT PRODUCTS FOR CONSUMERS

Milan Ristić^{1*}, Jasna Đinović-Stojanović², Nemanja Knezević³, Marija Babić³

¹Max Rubner-Institut (MRI), Federal Research Centre for Nutrition and Food, Location Kulmbach, E.-C.-Baumann-Str. 20, 95326 Kulmbach, Germany

²Institute of Meat Hygiene and Technology, Kacanskog 13, 11000 Belgrade, Serbia

³Zlatiborac Company d.o.o., Mojkovacka 58, 11136 Belgrade, Serbia

*Corresponding author:

E-mail address: ristic.rc-kulmbach@t-online.de

For consumers sensory properties of meat and meat products are very important. For the perception of relish, a man is the most important "measuring instrument" as the decisive part of the examination is performed by his/her senses (eyes, smell, taste, sense of touch, sense of temperature and pain). With the purchase of food German consumers look for security and orient themselves by quality awards. For this purpose tests for sensory analysis according to the DLG-5-point-testing-scheme are at disposal (DIN EN 45011 and DIN EN ISO/IEC 17024). Here the following inspection features are evaluated: the external arrangement and state, appearance, color, composition, consistence, odor, and taste. 75% of consumers in Germany trust in products with DLG medals. For years the share of foreign products in DLG tests has been increasing (10-15%). In the many year lasting collaboration between the above-stated institutions, such as with the DLG tests, the products delivered from Serbia (smoked beef, pork sheep products as well as bacon, n=94) have reached above-average evaluations (in gold 70 % and silver 30 %). In a sensory test during the "Green Week" in Berlin the consumers were asked to identify the kind of meat (beef or pork) in meat products. Recognition of beef was 40% and detection of pork was 73%. The results showed that 95% of the beef and 88% of the pork products were rated as products of high quality. Under terms of a certain adaptation of production to the customers' expectations from here, the tested products would certainly represent an enriched offer of high-quality salt products of traditional kind, as e.g. smoked beef, pork and sheep raw ham are barely represented on the German meat product market.

Keywords: *sensory properties, traditional production, beef ham, pork ham, sheep ham*